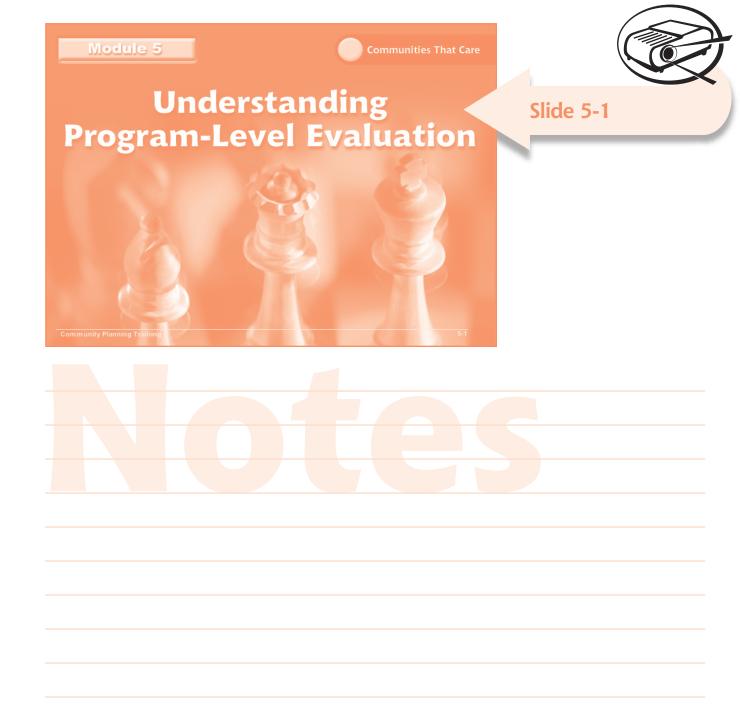
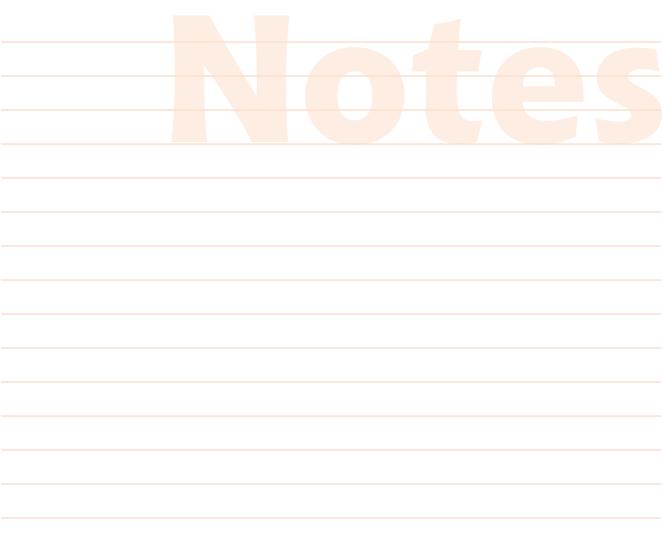


Module 5 Table of Contents	Page
Module 5	5–3
We are here.	5–4
Module 5 goal	5–5
Objectives	5–6
Why is evaluation important?	5–7
Key evaluation questions	5–8
Who will use evaluaton information?	5–9
Evaluating implementation outcomes	5–10
Implementation-outcome example	5–11
Basic implementation evaluation methods	5–12
Participant-outcome evaluation	5–13
Participant-outcome example	5–14
Participant-outcome evaluation methods	5–15
Using an evaluation expert	5–16
Consider an expert evaluator if	5–17
Worksheet: Assessing the Need for an Evaluator	5–18
Where to find an evaluator	5–19
The Community Action plan should identify	5–20
Next up	5–21













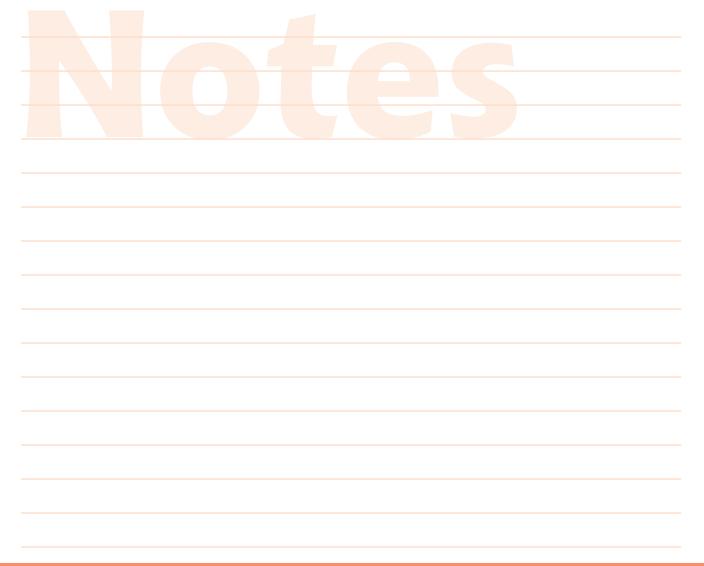
Participants will be able to: 1. Identify the uses of evaluation. 2. Explain basic evaluation concepts. 3. Assess the need for an expert evaluator.



Why is evaluation important? Evaluation helps you: monitor implementation fidelity monitor progress toward outcomes identify problems with program design or selection demonstrate achievements determine cost-effectiveness.



Slide 5-5





Key evaluation questions

- What do you want to evaluate?
 - What is the purpose of your evaluation?



Community Planning Trainin

Rotes

Who will use evaluation information?



- Key Leaders
- Program implementers and site administrators
- Media
- Local interest groups
- Other community members
- Sources of funding

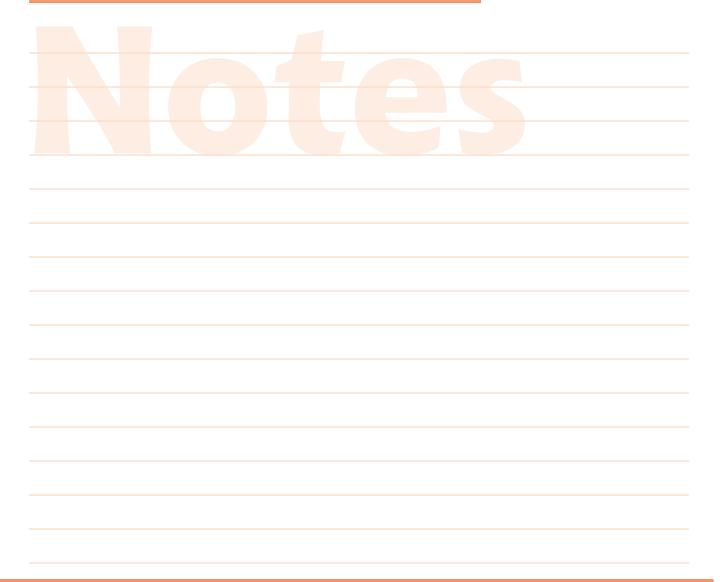
Community Planning Training

5-7





Slide 5-7



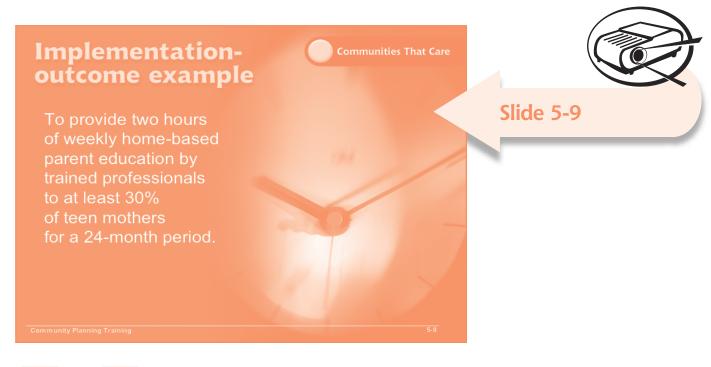


Evaluating implementation outcomes

- Monitor implementation fidelity.
- Identify and correct implementation problems before they result in program failure.

Community Planning Training

ty.





Basic implementation Communities That Care evaluation methods

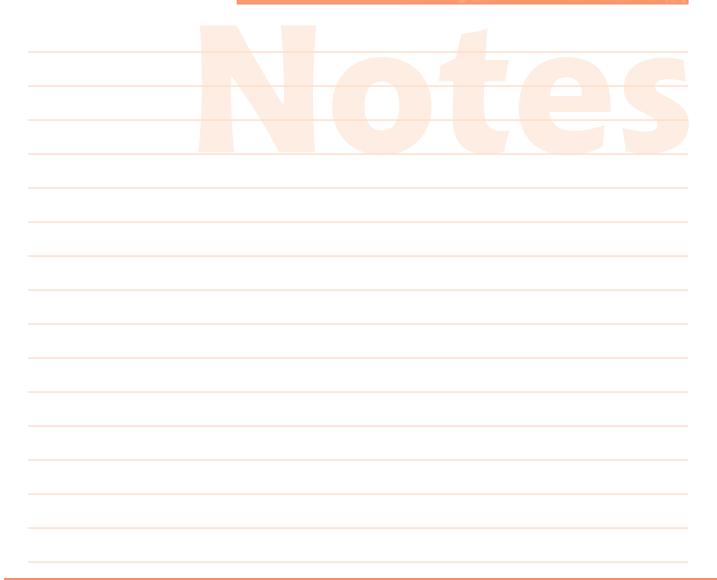
Records
Activity logs
Observation
Questionnaires

Participant-outcome evaluation • Measure the program's impact on participant knowledge, skills, attitudes or behavior. • Monitor progress toward the community's vision.





Participant-outcome example To significantly increase parents' knowledge of appropriate infant health-care practices and care-taking and interaction skills, as measured by pre- and post-tests.







Using an evaluation expert An expert evaluator can help: select appropriate evaluation design develop evaluation measures analyze statistical information

Consider an expert evaluator if:





Slide 5-15

- The program requires significant technical assistance
- Evaluation tools will need to be developed
- Data collection will be expensive and complex
- Complex data analysis will be required
- The Board lacks the expertise to complete the evaluation.

Community Planning Training

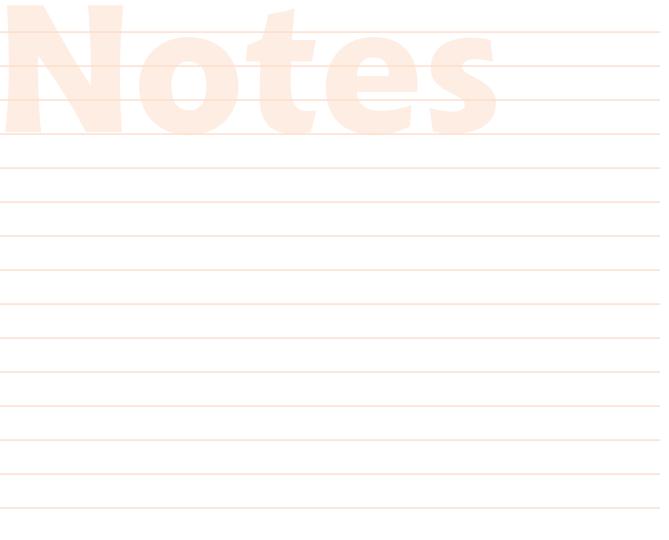
5.15



Assessing the Need for an Evaluator

Participant outcomes:		
1.	How will this evaluation be used? [Example: To report program achievements to funders and the community.]	
2.	Are evaluation tools provided by the program? [Example: No, we will need to develop our own tools.]	
3.	How extensive or complex is data collection and analysis likely to be? [Example: The evaluation will require analysis of a large-scale survey of program participants.]	
4.	Will the evaluation require complex statistical analysis?	
5.	. Do any Community Board members have expertise in evaluation design? If so, list names and areas of expertise.	
_		
6.	Based on the answers to the above questions, will we need the help of an expert evaluator for any part of this evaluation? If so, which parts? (Check all that apply.)	
	□ Evaluation design	
	□ Instrument design	
	□ Data analysis	
	□ Interpreting results	







The Community Action Plan should identify:

- The nature of the evaluation
- Who will be doing the evaluation
- Resources needed for the evaluation.

Community Planning Training

5-1

